



225826

0000004

Chicago Sun-Times

Monday, April 9, 2001

☆ 19

---

**METRO**

---

# 'New East Side' is old hat; 'Lakeshore East' wins favor

**BY KATE N. GROSSMAN**  
STAFF REPORTER

Chicago has a new neighborhood—but no one has ever heard of it.

Several years ago, businesses dubbed an enclave east of Michigan Avenue, just south of the Chicago River, as Chicago's "New East Side."

Signs were installed in the neighborhood. Locals started the New East Side Association of Residents. A business group even hosts an annual East Side art fair.

But the name never caught on.

"They're just trying to put an identity here—but there isn't much," said Charlie Hitchins, who lives in one of a handful of high-rises on East Randolph.

Hitchins and several other locals say they never refer to the area—bounded by the river, Randolph, Michigan and Lake Shore Drive—by its "given" name.

And now the name may be headed for the trash heap. As plans move

ahead for Lakeshore East, a nearly 4,900-unit development slated for a golf course between Randolph and Wacker west of Lake Shore Drive, some say the New East Side name might be lost in the shuffle.

"Once you get a larger community, everyone is looking for some identity, they don't want to just be 'that place along the river,'" said Jerry Roper, Chicagoland Chamber of Commerce president. "I think it would be positive. Lakeshore East sounds like a good address."

That's good news to residents in the original East Side neighborhood, a quiet stretch of bungalows and working class families on the far Southeast Side. Many old-timers in the neighborhood, which is steeped in local pride, didn't take too kindly to the New East Side name.

"The residents here know we are the one and only East Side," said Ald. John Pope (10th). "We've been here forever, and that's our formal name. Anyone else who uses that name will simply be a cheap imitation."